

FIG. 1.

STRATEGIC LEVEL QUALITY ASSURANCE PROCEDURE

Step 1: Gather Strategic Intelligence – identify the root causes of strategic problems.

- Investigate the company and understand its work culture -

Recognize the primary approaches to high-tech business that apply to a small, high-tech company or start-up. Determine how the operations of the “Product Concept Approach” and the “Technology Goose Approach” function within a high-tech business environment for one’s company and understand how such approaches may be utilized to market one’s product. This will provide the groundwork for analyzing other matters. Recognize the “Primary Strategic Pitfalls” that impact high-tech business companies including the dominant primary strategic pitfall of “Founding Technology Tunnel Vision” (FTV). Recognize that FTV leads to two other primary strategic pitfalls: “Marketing Function Displacement” and “Limited Capacity Denial”. These in turn result in the fourth primary strategic pitfall: “Divergent Operations Condition”.

Step 2: Establish Tactical Defensive Systems – provide prevention & containment systems.

- Develop equations of state for business practices and quantify operations -

Use a strategic level QA system to address, quantify and control FTV, marketing function displacement, limited capacity denial, and divergent operations condition. Develop “Equations of State” to quantify operations and affirm accountability. Gain control of the company’s operational performance with quantitative methods.

Step 3: Execute Offensive Programs - provide solutions to problems.

- Establish an order of battle for business practices and improve operations -

Establish a focused “Order of Battle” for strategic operations to consolidate efforts, control and drive the business forward. Establish the marketing group as a corporate navigator, stop displacement and gain control of strategic direction. Recon the market for business opportunities, stop denial and prepare to act on such opportunities. Affirm accountability.

Step 4: Follow Up and Follow Through – evaluation and verification of solutions.

- Compare equation of state data with order of battle results -

Apply strategic level QA systems in a step-wise , cost effective fashion. Utilize this system’s inherent discipline and quantitative properties to validate its performance. Build on success to increase business fortitude, improve flexibility and adapt to business dynamics.

Step 5. Implement Expansion Programs – grow business.

- Demonstrate strategic level QA systems lead to financial success -

Apply strategic level QA systems to business partnerships to improve alignment between the company and its partners, and expand partnerships. Utilize such systems to prepare for a transition to a larger company. Market the system’s success and expand business.